

Company Background & Business Model

Promoter Score 4/5

Company Background: Opulous is a project by Ditto Music, one of the largest music distributors in the world, including for stars like Ed Sheeran, Chance the Rapper, and Sam Smith. It brings Decentralized Finance to the music industry, providing a launchpad for the first music copyright-backed NFTs as well as DeFi loans that will change how artists access the funding they need. Opulous Music NFTs are a new form of Non-Fungible Token, offering buyers a share of a song's future royalty earnings and exclusive rewards in exchange for social media support. The platform comprises of three main functions: 1) NFT Launchpad, 2) NFT Exchange, and 3) DeFi Loans. Opulous peer-to-peer DeFi loans cut out traditional banks, middle-men and major labels, allowing artists to access up-front cash based on the predictable royalties they generate over 12 months.

About Token: The \$OPUL token can be used to receive special discounts across the platform and token holders will also get exclusive access to major NFT drops

Total Supply: 500M | **Circulating Supply:** 16M

As per their website, the core team of Opulous consists of 7 members with cross-domain expertise in technology, blockchain, marketing and more. Opulous has 7 advisors, one of them being the former CEO of Sony Music.

Lee Parsons (Co-Founder & CEO)

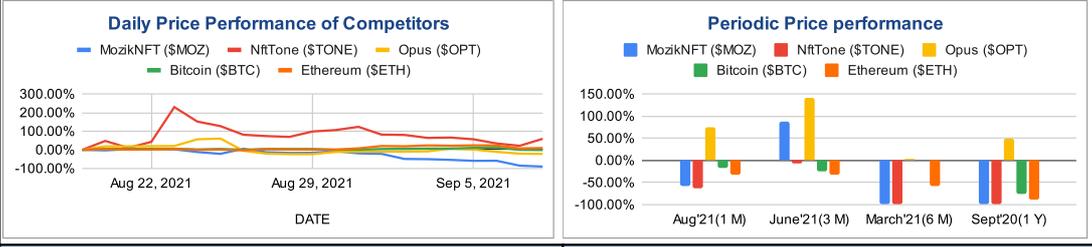


Founder of Ditto Music, a music company supporting over 500k independent artists worldwide including Chance The Rapper, Ed Sheeran and more.

Sector Alpha

Sector Score 5/5

With their unique copyright-backed NFTs, Opulous has differentiated itself in a niche market. We identified 3 close competitors - (1) MozikNFT (\$MOZ), (2) NftTone (\$STONE), and (3) Opus (\$OPT). Their prices have been consistent and these projects are doing well, although a drop has been observed in the first week of September owing to bad market conditions. However, we believe Opulous will compete well in the market, offering steady returns.



Miles Carroll (COO)



Previously at Kosmos Capital, an investment firm focused on helping blockchain start-ups scale and integrate their products into enterprises.

Tech Maturity Score 4/5

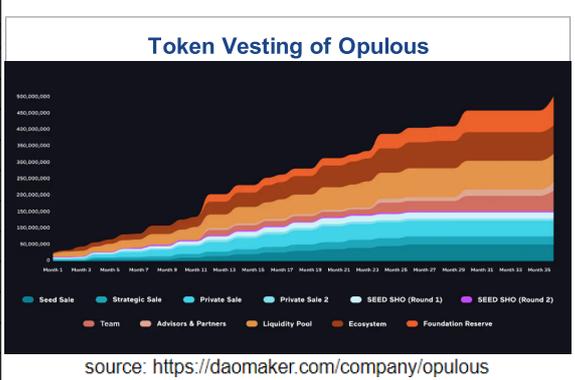
According to their Medium, AMAs and Telegram announcements, IDO will be launching on September 15, 2021, on DaoPad by DaoMaker. Their roadmap is well-planned and well set for the future. They seem to be on track, with their first official music NFT sale in the third quarter of 2021.

Token Analysis

Token Strength Score 4/5

Opulous is a community-driven project, and the majority of the allocation is dedicated to the ecosystem, foundation and liquidity. Overall, most \$OPUS tokens will be subjected to a vesting schedule of 36 months. The Opulous core team's allocation has a long-term vesting period of 3 years, ensuring no rug-pulls and token dumping.

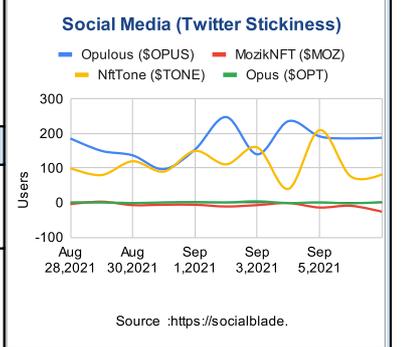
Token Details		
Holding	%	Months (M)
Seed Sale	10%	10% M-4, 10% M-10, then 10% bimonthly
Strategic Sale	4.40%	10% TGE, 3M cliff, then 10% bimonthly
Private Sale	9.60%	10% TGE, 3M cliff, then 10% bimonthly
Private Sale 2	1.40%	15% TGE, 2M cliff, 25% M3, 30% at 6M & 12M
Seed SHO R-1	3.60%	10% TGE, 3M cliff, then 10% bimonthly
Seed SHO R-2	0.80%	50% at TGE and 50% at Month 7
Team	12.50%	Data unavailable
Advisors & Partners	5%	Data unavailable
Liquidity Pool	17.50%	Data unavailable
Ecosystem	17.50%	Data unavailable
Foundation Res.	17.70%	Data unavailable



Along with offering copyright-backed music NFT, they also provide low-risk DeFi loans backed by real-world music assets and future royalties. The Opulous NFT Exchange creates a new sharing economy based on music, where anyone can buy and trade music copyright-backed NFTs to earn a share of the royalties generated.

Network & Community Score 4/5

Opulous has a fast-growing social media presence across major crypto social platforms. Their Twitter account has around 10k followers and is steadily acquiring new users every day.



Their 10k members' Telegram community is seen with good engagement with users actively taking interest in the project. They have conducted multiple AMAs in reputed and well-known crypto communities of Telegram, and various articles have been released on big PR websites and online news space.

Crypto Market Trends

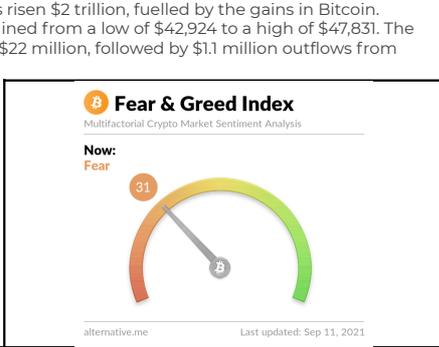
Sentiment Score 31

After a tranquil July, crypto market is buzzing once again as the market cap has risen \$2 trillion, fuelled by the gains in Bitcoin. Investors took out a net of \$22.1 million from cryptocurrency funds as bitcoin gained from a low of \$42,924 to a high of \$47,831. The funds based on the world's biggest cryptocurrency saw the biggest outflows at \$22 million, followed by \$1.1 million outflows from Ether.

Alongside Bitcoin and Ethereum, the NFT market has seen sky-rocketing sales in August. The numbers of buyers and sellers have increased not only in the Art sector but also in the Utility sector and Sports sector. Sales of NFTs took a leap of 111.46% in comparison to Q1, and overall, NFT sales topped out at \$2.4 billion in Q2. The most prominent non-fungible token project in August '21 are Cryptopunks (\$166M) followed by Art Blocks (\$61M) and Meebits (\$27M) and Superrare (\$6.8M).

Crypto Greed & Fear index suggests that overall market tempo is staggering but, going by the trends, it will catch on soon and Opulous' IDO will sail through.

Crypto Fear & Greed Index is provided by alternative.me.



Finomena Verdict

Opulous is ushering a new market for musicians with copyright-backed NFTs. Their platform will launch a number of exclusive NFT sales with major artists, before opening the NFT Launchpad to all artists worldwide. Unlike other NFTs, Opulous tokens offer buyers a share in the music's future royalty earnings alongside exclusive rewards and fan experiences.

Being first in the market with copyright-backed NFTs and low-risk DeFi loans backed by real-world music assets and future royalties, they have gained good traction in the crypto space by releasing PR in big news websites. It has built a good hype and holds a promising future.

Since Opulous is a project of Ditto music, one of the largest music distributors in the world, it has been able to capture the attention of a large part of their audience, and with renowned artists being launched, it gives them all the more advantage as the fanbase of these artists will follow suit, resulting in acquiring of more users.

For any queries, clarifications and recommendations, feel free to write us at research@finminity.com